

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Mail Stop RCE & IDS, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

March 23, 2003

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of Applicant, Assignee or
Registered Representative

March 23, 2004

Date of Signature

SC
#23
S194

RECEIVED

MAR 29 2004

Technology Center 2100

Our Case No.: 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh, et al.

Serial No.: 09/285,929

Filing Date: April 2, 1999

For: METHOD AND SYSTEM FOR OPTIMUM
PLACEMENT OF ADVERTISEMENTS ON A
WEBPAGE

Examiner: Stephen S. Hong

Group Art Unit: 2178

THIRD INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Third Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

03/26/2004 MAHMED1 00000106 09285929

01 FC:1806

180.00 DP

The references now cited are the following:

U.S. PATENT DOCUMENTS

DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME
5,664,115	09/02/97	Fraser
5,704,060	12/30/97	Del Monte
6,078,916	06/20/00	Culliss
6,128,599	10/03/00	Walker et al.
US 2001/0014868 A1	08/16/01	Herz et al.
US 2002/0004735 A1	01/10/02	Gross
US 6,411,936 B1	06/25/02	Sanders
US 6,594,641 B1	07/15/03	Southam

FOREIGN PATENT DOCUMENT

DOCUMENT NUMBER	DATE	COUNTRY
JP 11316764 A	11/1999	JAPAN

OTHER ART AND RELATED DOCUMENT

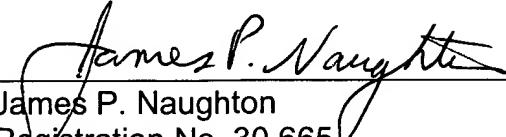
Ebay – Your Personal Trading Community, Seller Service Listings, dated April 28, 1999, printed from the Internet at: <http://web.archive.org/web/19990428111841/www.ebay.com/>, 18 pages.

In accordance with 37 C.F.R. § 1.97(g),(h), this Third Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Third Information Disclosure Statement is being filed after the receipt of the first Official Action reflecting an examination on the merits and hence applicants are enclosing herewith a check in the amount of \$180.00 for the prescribed fee. However, should any additional fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

Applicants respectfully request that the listed documents be made of record in
the present case.

Respectfully submitted,


James P. Naughton
James P. Naughton
Registration No. 30,665
Attorney for Applicants

BRINKS HOFER GILSON & LIONE
P.O. Box 10395
Chicago, IL 60610
Tel. (312) 321-4200
Fax (312) 321-4299